

English

NOLL, Stephane (IATA Regional Cargo Manager, Europe). 2017. ***"The Value of Air Cargo Connectivity"***. 3rd Istanbul Hub Seminar: Air Cargo & Logistic Strategies for Istanbul Hub

Summary

Stephane Noll started his speech by introducing International Air Transport Association (IATA) and giving key data about the air transport business worldwide. He then stressed the role of air cargo business in the world. With its 270 member airline, International Air Transport Association (IATA) represents 83% of the global air traffic. In 2016, 3.8 billion passengers and 52 million freight tonnes were carried by air. The value of cargo handled by air cargo in 2016 was \$6,8 trillion.

Stephane Noll continued his speech by mentioning safety, speed, reliability and connectivity as the main air Cargo drivers and explained the projects that are developed by IATA to promote these four drivers.

Mr. Noll then talked about the importance of air cargo for Turkey by providing some key data. In 2015, 5% of total EU textile imports and 17% of total textile US imports are from Turkey were transported by air. Noll stated that Istanbul has a very important location in the world as over 95% of the world population and economic activities can be served within wide body range. He also mentioned some limitations against the potential of air cargo in Turkey such as the higher time and cost associated with border compliance compared to Europe and C. Asia and OECD.

He then talked about the projects that IATA has been working on in order to help air cargo professionals to overcome these limitations. He told about IATA's e-freight Project, which aims to build an end-to-end paperless transportation process for air Cargo mode possible with regulatory framework, modern electronic messages, and high quality of data. He also talked about the e-AWB (electronic air waybill) project which is a part of the [e-freight](#) initiative and aims at encouraging air cargo players to use the e-AWB, instead of its paper version. Noll stressed the importance of digitization as a key for air cargo connectivity.

Noll also mentioned that air cargo is essential for integrating into global value chain by giving numbers from a study conducted by IATA. According to this study, countries with more developed air cargo connections and smarter borders are more integrated into global value chains. Most importantly, it was identified that an increase in air cargo connectivity can have a dramatic impact on a country's global trade. The study concluded that a 1% increase in a country's air cargo connectivity was associated with a 6% increase in GDP growth.

To conclude, Noll stressed that aviation is critical for our modern life by giving examples from our daily lives. He also stressed that air cargo customer experience through Istanbul will be critical to connect the global markets to power Turkish economy.

To summarize the importance of cargo once again he listed the following numbers: In 24 hours, over 80,000 flowers, 200 race horses, 140,000 tonnes of cargo and 1,1 million smartphones are transported, 898 million letters are sent, and 6,849 lives are saved by air cargo.